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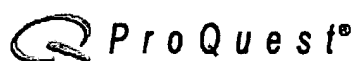
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*S Siddarth, Amitava Chattopadhyay. Marketing Science (1986-1998). Linthicum: Spring 1998. Vol. 17, Iss. 2; p. 124 (15 pages)*

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